

Proud to Support the ASA

UK advertising self-regulation is a global success story

On Thursday 15 October, ISBA and Asbof brought senior leaders together to launch Proud to Support the ASA, calling on the UK’s major advertisers to make one simple change to ensure that the ASA system thrives.

Senior leaders came together to back one simple change



Baroness Morgan of Cotes
Chair, ASA

Opened the morning on why major advertisers’ participation matters to effective regulation.



Simon Michaelides
Director General, ISBA

Chaired a panel of CMOs and industry stakeholders on the importance of the advertiser’s role.



Mark Lund OBE
Chair, Asbof

Set out the progress towards a long-term funding solution and the next steps.

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Every campaign, every new platform, every new technology – all of it ultimately depends on consumers believing that advertising is responsible, accountable, and worthy of their confidence.

And that matters now perhaps more than ever.

Simon Michaelides, Director General, ISBA

The ASA delivers value and efficiency

UK ad market compared



The ASA’s cost-to-size ratio of **0.03%** matches France’s and beats Spain’s, despite regulating a market three to six times the size.

 **70%**

rise in ASA efficiency since 2015

It now regulates a market that has grown 70% in real terms on the same real-terms budget. That growth, 137% in cash terms, outstrips every other major ad market in the world bar China’s.

12-fold

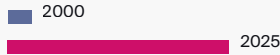
rise in proactive monitoring resource since 2012, targeting high-harm areas such as investment and medical claims, alcohol and gambling.

60m

online ads scanned in 2025 by the ASA’s AI-driven Active Ad Monitoring system.

3.7m

advertised brands in 2025, up from 300,000 in 2000.



How the ASA is funded

Funded by advertisers, at arm’s length

A voluntary levy, collected by Asbof and Basbof, helps to guarantee the ASA’s independence. The ASA system receives no direct government funding.

0.1%

£1,000 spent on an outdoor campaign could levy £1 towards funding the ASA system.

The system has adapted before

Advertiser buys media through an agency



Trust in UK advertising is at a five-year high

Research by Credos, the industry think tank, identifies public knowledge of the ASA as the single biggest driver of that trust differential.

Government and key stakeholders see the ASA as a **UK national champion**. Advertising was at the heart of the Creative Industries Sector Plan published in 2025.

The UK has Europe’s most active digital advertising environment

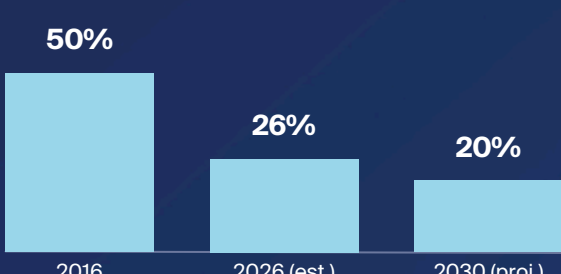


Composite Digital Index



The levy relies on media agency invoices, but agencies handle a shrinking share of spend

Media agencies’ share of UK ad expenditure



The levy is collected through media agencies. 2026 is an estimate and 2030 a projection.

Over 70%

of UK adspend now sits outside the system that funds the ASA

Large brands increasingly spend half or more of their adspend online, often through the major platforms, and often buying and being billed direct. That spend does not attract the levy, so the system is losing out to the tune of millions of pounds.

No new money is being sought. The ASA’s budget is staying flat to 2030. The case is not for expansion but to fix a structural funding gap.

Buying media direct or in-house? Tell Asbof.



If your organisation buys significant amounts of advertising direct or in-house, you can make a direct contribution in place of what you would pay if the spend went through a media agency.

<https://advertisinglevy.co.uk/asbof/how-to-contribute/>

What happens next

In the coming weeks and months, the industry’s trade bodies will be promoting the need for change to their members. Closing the ASA funding gap is essential for maintaining consumer, political and advertiser trust in self-regulation, and for the broader success of the UK economy.